

SEATTLE PARKS FOUNDATION

Seattle Parks Foundation Presentation to Seattle Board of Parks Commissioners September 11, 2014

BACKGROUND

Established in 1999, Seattle Parks Foundation is an independent nonprofit that advocates for, expands, enhances, and creates parks, trails, and green space in Seattle. Donors have contributed \$36 million to fund 78 green space projects and initiatives. Many more millions of public investment have been leveraged due to the work of the Foundation and our partners.

During the past fiscal year (July 2013 – July 2014), the Foundation's income totaled \$1,025,000 which was funded by \$480,000 in contributions from individuals, foundations, and corporations, \$350,000 in investment income, and \$195,000 in fees for service.

ADVOCACY AND COMMUNICATIONS

The Foundation helped to support and lead the successful Proposition 1 effort, which led to an affirmative vote in August 2014 that will establish a Seattle Park District and bring \$48 million per year to Seattle's park system.

The Foundation served on the Parks Legacy Committee to study and inform the 2014 Parks funding measure, and also served on the Green Seattle Partnership Executive Committee to guide the work of this collaborative;

We launched an initiative to “brand” parks; drive more private sector participation in support of parks; and change the public sector conversation about the value of our parks and trails in Seattle; and promote a long legacy vision for our parks system. This was accomplished through an updated website, strengthened social media presence, rebranding of our bi-annual newsletter and the distribution of 2,500 LOVE Parks t-shirts to park visitors throughout the city in summer 2014.

STEWARDSHIP

We provide fiscal sponsorship services for stewardship groups caring for parks and green spaces across the city. Current projects we fiscally sponsor include:

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| Burke Gilman Trail at Sand Point | Magnolia Boulevard Park |
| Cayton Corner Park | MOMentum |
| Cheasty Greenspace | Seattle Neighborhood Greenways |
| Columbia City Gateway | Uptown Parklet |
| East Howe Steps | Volunteer Park Trust |
| Golden Gardens | Walking on Logs |
| North Beach Park | West Seattle Fitness Parklet |
| Olympic Hills Greenway Park | Yesler Swamp Trail |
| Lewis Park | |

We also organized and promoted—along with Parks and many corporate sponsors—Volunteers in Parks (VIP) Day on July 19, where 158 volunteers removed invasive blackberry and ivy from 17,422 square feet of Cheasty Greenspace.

CURRENT CAPITAL AND PLANNING PROJECTS

Rainier Beach Urban Farm & Wetlands: We are finishing fundraising money to complete the campaign to expand facilities and programs at Rainier Beach Urban Farm and Wetlands. We've raised \$2.16 million towards the \$2.4 million goal.

South Park Green Spaces: In fall 2013 the Foundation completed the South Park Green Space Vision plan in partnership with the South Park community, Seattle Parks and Rec and other agencies which identified and prioritized green space improvements for the South Park neighborhood. We are now looking to frame a campaign to implement the plan, which will require roughly \$12-17 million of investment over the coming years.

Cheasty Greenspace: We had been gearing up to lead a private sector fundraising campaign to build a network of pedestrian and bike trails in Cheasty Greenspace. However, that effort has been put on hold until the additional public process around the project is completed this fall, and we know the final approved scope of the project.

Fitness Zones: Seattle Parks and Recreation, MOMentum, Trust for Public Land and Seattle Parks Foundation partnered to raise funds for and implement at "Fitness Zone" (exercise equipment in Parks) at Bitter Lake Reservoir Park). Now we are moving forward to identify the next four locations for Fitness Zones, focusing on increasing opportunities for fitness for populations who need it the most and don't have access to health clubs.

Lake to Bay: The Foundation is raising funds to develop conceptual plans for the Lake to Bay project, which will maximize the value of iconic public spaces and cultural experiences by creating connections from Myrtle Edwards Park and the Olympic Sculpture Park up through Seattle Center and its surrounding neighborhoods to Lake Union Park.

Pioneer Square Parks: The Foundation secured a donation from R.D. Merrill to finance a pilot project to redesign and revitalize Occidental Park to make it a welcoming gathering place for all neighborhood residents. The project—managed by the Alliance for Pioneer Square with support from the Downtown Seattle Association, Friends of Waterfront Seattle, Seattle Parks and Recreation, the Office of Arts & Culture, and the Department of Planning and Development—is part of a larger effort to test new strategies to revitalize and connect all downtown parks.

We also worked with community leaders to lead a crowd-funding campaign to raise funds to replace the damaged Pergola in Pioneer Square.

STIM BULLITT PARK EXCELLENCE FUND

Stim Bullitt was an extraordinary civic leader and longtime champion of parks in Seattle. His bequest to Seattle Parks Foundation helped establish the Stim Bullitt Parks Excellence Fund, which honors his deep commitment to building and sustaining great public spaces. The fund, launched in 2013, supports efforts to plan, create, expand, enhance, and advocate for parks and green connections citywide. In its first year, \$500,000 was awarded to support nine community-led projects.